

TOBACCO ORDINANCE ANNUAL REPORT



2010

12/2009 to 12/2010



BACKGROUND

- 33.4501 - 33.4519 SDMC implemented in November 2007.
- Developed to regulate licensed businesses that sold tobacco products.
- Meant to discourage sales to juveniles.
- All costs intended to be cost recoverable by permit fees.



Administration Information

- 1194 businesses identified by the state that sell tobacco products in the City of San Diego. 1026 of which have valid permits (86%). (same as last year)
- Follow-up letters were sent to the 168 non-compliant businesses.



INSPECTIONS & ENFORCEMENT

- Over 50 overt Field Inspections conducted
- 60 undercover/decoy inspections.
- Follow-up letters and phone calls to businesses (Positive and Negative) to ensure compliance.
- After secondary contact, 100% of businesses were in compliance.



Date:	Inspections	Buys/Arrests	District
04/08/10	12	0/0	1,2,5,8
06/03/10	14	0/0	6,3,7
08/05/10	15	0/0	3,4,8
10/07/10	9	1/0	2,6,7
12/09/10	10	1/1*	1,4,5
02/17/11	12	1/1	8,2
04/26/11	13	3/3	3,4



FEES

- **\$118,044** Regulatory Fees collected
(Renewals)
- **\$14,352** Application Fees collected
(NEW applications)
- TOTAL: **\$132,396**
- All monies go to City General Fund

ESTIMATED ILLEGAL SALES RATE

- The 60 undercover inspections resulted in 1 citation and 1 verbal warning (no recidivist).

*Suspect in the sales case plead guilty to 415(2) pc and fined.

- Represents 3.3% sales to juveniles in the City

Down from 26.7 % from last year



SDPD

Vice Unit



QUESTIONS?